

**Title:**

Management and marketing of sporting events: Nike Premier Cup project

**Points of thesis:**

Publish the Nike Premier Cup promotion campaign project and point out improvement possibilities for upcoming years based on analysis of past and present state.

**Methods:**

Data will be obtained by interview, observation, description analysis and SWOT analysis

**Results:**

Promotion campaign, improvement possibilities, final day schedule

**Key words:**

SWOT analysis, promotion, management, marketing, Nike Premier Cup, SPORT INVEST Marketing